



# Cloud Contracts **365**

# Perfecting the Contract Management Process

# The Problem

- Legal services are unaffordable for most businesses. Hiring a lawyer is expensive and can be very slow.
- This leads to businesses DIY-ing their contracts with no legal experience and implementing poor contracting processes.
- Many Partners clone old contracts, inadvertently copying across outdated and unenforceable contract terms to new clients.
- Partners are carrying too much legal risk in their business with poorly understood reviews. This impacts profits and inhibits growth.

## The numbers don't lie....

- **31%** of Microsoft Partners surveyed “**never**” or “**very rarely**” use a lawyer (Source: Law 365)
- **44%** of Partners get legal advice “**only if absolutely necessary**”

It's a bigger problem as you grow.....

- The average SME is likely to encounter more than **8 legal issues a year** (Source: YouGov)
- **43%** of these issues resulted in costs of **£5,000 or more**

# Goals

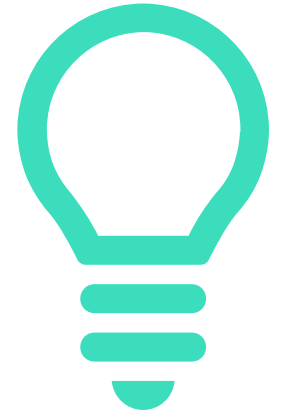


Today I want to achieve two goals:

- I want to set out the perfect contract management process for you
- I want you to be able to use this knowledge to make your current contract processes even better

Does that sound like a good plan?

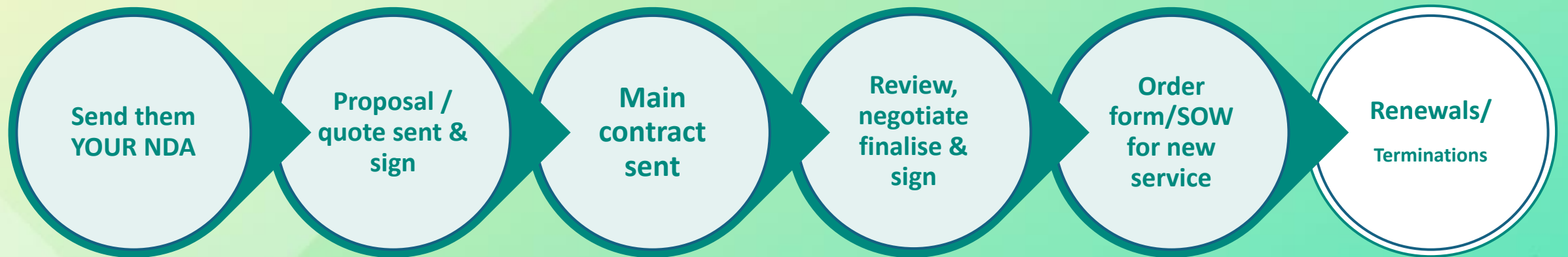
# The 'Perfect' contract management process



You need to tackle 4 issues:

- Understanding your Customer Journey
- Creating the perfect contracts and documents
- Legally reviewing any feedback to your templates and legally reviewing your customer terms and conditions. Legally reviewing, not commercially reviewing. Key difference. We will explain why later.
- Having the customer journey come to life by making the sales cycle shorter, more slick, professional and then managing the contract internally.

# What does an ideal customer journey look like?

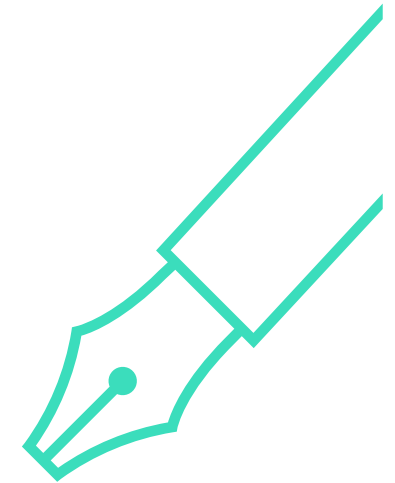


# Perfect Contract Terms

The right structure- MSA, MA, PSA, SAAS etc

The right terms to avoid cash leaks!

- Bad delivery and poor contract terms to support it.
- Price increase changes needed.
- No automatic renewal or rights to terminate for convenience.
- No defined acceptance processes and no deemed acceptance.
- Liability arising out of NCE CSP terms.
- Poorly worded terms around consumption, billing and reporting.
- No really understanding of how to work with third parties and excluding your liability.
- No Microsoft specific terms to support your services, Global admin, NCE CSP, CPOR/DPOR.
- Failure to express back up not part of services unless purchased.
- Security issues/data protection.
- Not aligning with current insurance policies, etc.



# Legally Reviewing your Contracts



## Issue:

- Most people think it's simply common sense - I can read the words! OK but are you absolutely sure you know everything?

## Where do people tend to trip up?

- Delivery terms
- Uncapped liability wording
- Time is of the essence
- Penalties vs liquidated damages
- always allowing you to deem a deliverable accepted past a timeline? etc...
- What businesses need to take seriously is not the impact on that contract today, but the impact for the years to come serving that customer and then the exit....



# Bring the Journey to Life



Everyone these days has an e-signature functionality and somewhere to store their contracts.



Are these all in the same platform to allow you to start creating your perfect 'data room' for your business?



Do you have renewal reminders pop up to your team mates, so that they can have important price conversations with the client before the automatic renewal? Making your business not encounter 'profit leaks'?



How quickly do you think you can go from contract creation to signing a deal and having it all under one roof to easily manage that client's future paperwork?

# Problem Solved

- I explained the problem at the start
- I showed you the importance of getting it right
- So I built a solution and a different kind of business to help you...

## Cloud Contracts 365



# Features to future-proof your business



## Contract Builder

- **Creates contracts quickly** with simple, intuitive questionnaires. All contracts are made for **technology businesses**.
- **Expert guidance** on how to answer questions.
- Access to over **£40,000 worth of templates** designed for IT and technology companies.
- **Microsoft specific clauses** if you are a **Microsoft Partner** such as **NCE CSP terms etc.**
- **Always updated** with new legislation and Microsoft terms.



## Contract Reader

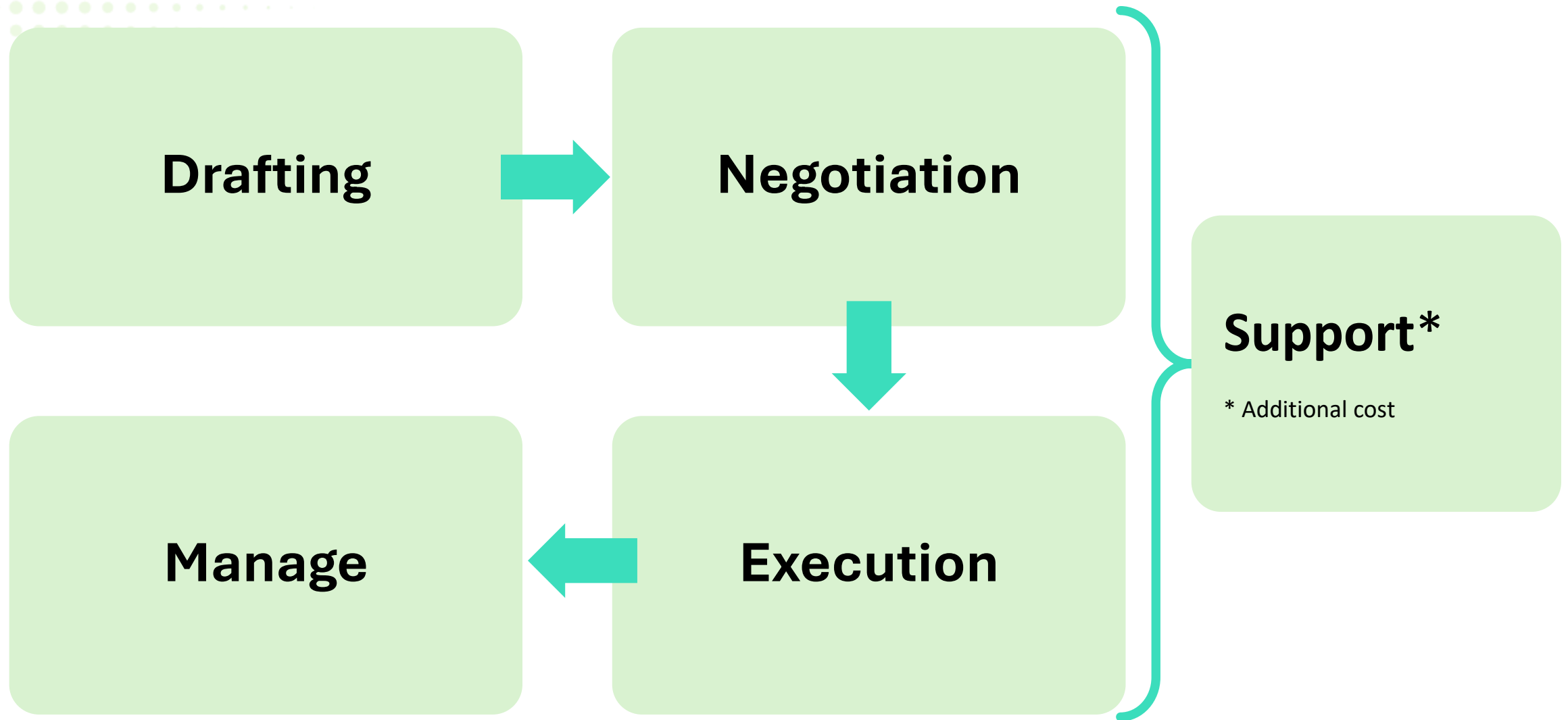
- Combines the power of **machine learning analysis** with a proprietary expert **legal knowledge base**.
- Reviews contracts in seconds.
- **Speeds up sales:** Turn around contracts in record time.
- Helps you understand how to find and **mitigate your risk**.
- Provides a **Contract Risk Score**.
- **Saves over £60k** in lawyer fees per year.



## Contract Manager

- Speeds up contract execution with **e-Signatures at no extra cost**.
- Provides a centralised **single-source-of-truth** for all your contracts with free document storage.
- Reminds you and your team about key dates with automated contract **renewal reminders**.

# Contract Lifecycle – Where we Help



# Award Winning Products

## Cloud Contracts 365 Platform Demo



**SME | n e w s**  
**IT Awards 2024**



# What do our customers think?



# Grab a deal today!

MONTHLY BILLING

ANNUAL BILLING

SAVE 20%

## Free Trial

Try for two weeks

£ 0

### Users

∞ Unlimited users

### Contract Builder

∞ Always Updated Templates

✓ 2 contract types ⓘ

✓ 5 contract builds per year

### Contract Reviewer

✓ 5 contract reviews ⓘ

### Contract Manager

∞ Unlimited renewal reminders

✓ 5 e-signature uses ⓘ

## Go

Limited offer ending soon!

£199/month

£ 99 /month

Billed annually as \$1,188.

### Users

∞ Unlimited users

### Contract Builder

∞ Always Updated Templates

∞ All contract types ⓘ

✓ 24 contract builds per year ⓘ

### Contract Reviewer

✓ 24 contract reviews per year ⓘ

### Contract Manager

∞ Unlimited renewal reminders

✓ 24 e-signature uses per year ⓘ

## Pro

Limited offer ending soon!

£499/month

£ 299 /month

Billed annually as \$3,588.

### Users

∞ Unlimited users

### Contract Builder

∞ Always Updated Templates

∞ All contract types ⓘ

✓ 60 contract builds per year ⓘ

### Contract Reviewer

✓ 60 contract reviews per year ⓘ

### Contract Manager

∞ Unlimited renewal reminders

✓ 60 e-signature uses per year ⓘ

## Scale

★ Best value

Limited offer ending soon!

£899/month

£ 599 /month

Billed annually as \$7,188.

### Users

∞ Unlimited users

### Contract Builder

∞ Always Updated Templates

∞ All contract types ⓘ

∞ Unlimited contract builds

### Contract Reviewer

∞ Unlimited contract reviews

### Contract Manager

∞ Unlimited renewal reminders

∞ Unlimited e-signature uses

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Thank you